

Hidden Offline Gem

In this WSO, you will discover a secret part of offline marketing that you would have never discovered on your own. There is a multitude of offline marketing ideas and strategies that you can follow.

Here is my story

I started with offline marketing around a year and a half ago wanting to experiment with different ways to help the offline clients throughout my area.

I started off with contacting several hundred companies online via Manta, and I remember buying a WSO that I put my entire day and work into, and I ended up with literally nothing.

I continued to split test different ideas, and in the end, I ended up landing that first offline client, and then the next one came and the next one came.

It sort of continued over and over again, and it jut continued nonstop. I ended up discovering so many different ideas.

The key to a successful offline marketing business is to continuously try different ideas. If you continue testing, you will find some wonderful ideas and see what works based on your lifestyle.

In this WSO, I am going to showcase to you some really helpful information about a new hidden service that I have discovered.

This is a hidden service that I saw a lot of

Internet marketers are using to make some quick and fast cash. It is something that so many marketers are using on their sales pages!

Everything from brand new fitness Clickbank products to some of the top WSO sales pages, they all use this amazing service.

What is it?

Do you know what whiteboard videos are? This is a video that has become quite popular. All kinds of online salespages are using this to convince people to buy their PDFs and other video training courses.

Clickbank products are being made every single week with this special new types of marketing. If you go to

<http://www.fatlossfactor.com/new/>, you will find that they have an amazingly designed scribe video that best describes their new product.

I knew and found out about how powerful this was by going through the sites and websites of those who were selling products on Clickbank.

I suddenly wanted to try creating a few for the sake of doing so because it seemed like so cool. Whiteboard videos seemed so cool, and I wanted just to see why so many people love them.

I then was working with a client who told me they wanted a new way to try and enhance their visuals on their site. They needed to try and find a way to make their current visitors on their site become more

interested in what they had to offer.

What I did about it?

I then decided to sell them the whiteboard video. They told me to see what this is, and so I redirected them to a couple of products on Clickbank that are doing this, and it caused that one person to try this out. I sold it for a quick \$100. It costed me like \$5 to outsource it on Fiverr, so I totally just forgot

After that, I set out to see how I can make this become some sort of business.

I decided, should I outsource this? Or should I do it myself? We will get to that in a moment.

You are probably wondering, why do business owners need this?

First of all, restaurants, auto repair companies, and almost all kinds of different businesses that are out there will actually want to see and come up with new ideas and tactics.

You see, a video scribe will help a business out in so many ways. The truth about people online is that they want to be drawn in when they visit a dentist's website or an auto repairs site.

In this WSO, I am going to continue teaching you how to start selling this to your customers.

Do you want to get started? Are you tired of just waiting here listening to my blabbing?

Okay, so let's get started and move onto the

first part.

Email Business Owners

If you don't know how to find a business, here is a little trick I like to use. I like to visit Yelp and I type in the kind of business I like to target. Once I find a business, I try to find their website. After this look through their site to find an email. If you don't find one, then consider moving on and moving to another business instead. This is probably the easiest part for some marketers. The real key is knowing what to email them.

docs.google.com/file/d/0B2VRdNWXjUnAVGRxMTJTTRV9nUGM/edit?usp=sharing
<https://docs.google.com/file/d/0B2VRdNWXjUnAVGRxMTJTTRV9nUGM/edit?usp=sharing>

Okay, let's continue!

Now, here are a couple of my newest templates and email scripts that you could easily use to start getting these customers by the throat.

Please change up the emails depending on the niche. As you can see, specific emails are meant for different niches. I honestly believe that any niche will benefit from this.

1) Subject line: Important Question

Hi (name of business or could be a name),

I have visited your site because I just love bakeries. I don't live nearby your area, but when I get the chance, I am definitely checking the place out.

The reason why I wanted to email you today is because I personally love helping small businesses develop their marketing. I actually am a designer for whiteboard scribing videos? Do you happen to know what these are?

Here is one found on a popular new product found online: (You can put the fat loss factor one or any kind that you want!)

I can make one exactly like this for you that you can put on your website. It will definitely be shorter to help make customers literally want to come by your business or give you an instant call!

Would you be interested in having me making one like this you? :)

~(your name)

Second email: Subject line: Do you happen to know how powerful videos are?

Hi (name of the business),

I am checking your site because I love Chinese food! I have been interested in checking the place out, but since I am not so close, it is tough to come by. If I get to be nearby, I will surely check the place out.

My name is Joel and I am a video animator. Have you heard about whiteboard scribing? Here is a video to show you what these are: (link to a random video scribe)

This can be the best video to have on your

website to help enhance your site. There are so many people who can feel reeled in to visit your restaurant just because of this kind of video.

Would you be interested in having me make one for your restaurant?

~Regards,
(Your name)

How to offer this service

The next key to properly succeeding and being able to deliver this service is to decide what kind of video you want to give them.

Outsourcing or making them yourself?

Almost everybody I know here specifically

wants to only outsource it.

There are people on Fiverr who are more than willing to create a simple 30 second video of this.

Here is a link to some fiverr outsourcers who would love to help do this:

[http://fiverr.com/gigs/search?
utf8=✓&search_in=everywhere&query=W
hiteboard&x=0&y=0&jls_se99912_1_auto=
1](http://fiverr.com/gigs/search?utf8=✓&search_in=everywhere&query=Whiteboard&x=0&y=0&jls_se99912_1_auto=1)

I used several of them.

But you can also try using Sparkol.com

What is this site?

This site provides you with all the tutorials

to create these videos all on your own. They offer you a free 7 day trial, which I would recommend you try doing, but I would also mainly recommend starting off on doing the outsourcing first, this way, you can focus more on delivering the service to your customers.

It can take around 2-3 hours to actually finish the tutorials, so it can be a bit tiring for those of you who have very important time. If you don't want to waste time, just start sending out emails right now.

I am still paying monthly for the site, so I know it is still very worth the investment. I know personally that it is very worth it, but do not invest in it just yet. You are not allowed to join again for another free trial, so I would suggest that you consider outsourcing this, and once you get that

second or third client, invest in this.

What to say in the video?

There are multiple different videos I like to use. I can use different kinds of scripts to give a business an interesting take with the video. Scripts are usually supposed to be short. If the customer wants talking in the video, do not be afraid to make them pay another \$50-\$100 or so. You can then outsource it on Fiverr. There are some whiteboard service providers who will provide the speaking for an additional \$20 or so. However, to save more money, consider hiring one of the many voice over artists on Fiverr for only \$5 who can offer talking, and then have the artist add that voiceover to the video.

Here is one of the scripts I love to have

written in the video:

(For a Chinese restaurant) Are you in the mood for some traditional Chinese food? Here at the (name of restaurant), you will be treated with delightful food, an amazing array of meals, and top notch customer service in (name of city). Drop by today and snag \$9 off!:))

Sometimes, I like to have them pay me per video, but it has only happened twice. They can pay you twice as well because of the fact that you can make them offer a specific discount after several days or weeks.

Be creative with the script. It is not that difficult to make one. Just be sure to showcase the script to the client first before making the video, and then ask if they want to have words spoken rather than written.

What to do after a client replies?

Once a client replies, there are multiple ways to respond. Some of them may ask for samples, but this is when using Sparkol comes in handy.

This is what I do to properly make my way out of this if you decide not to use Sparkol at first.

I first like to ask some people on Fiverr if I could possibly use their's to show to a client of mine. I will tell the outsourcer that I am not going to say it is mine, but something ME AND MY PARTNER have done! This way, you aren't taking full credit while also not even lying to your customer.

Some of the questions the clients will reply

with will all be simple and easy to reply to. My experience with this is that only those who are very interested will buy.

Pricing

-30 seconds = \$90

- 1 minute = \$150 (Say this is a special offer)

- 2 minutes = \$297

You can charge more once you get more comfortable with selling and getting clients.

There are some outsourcers on Fiverr who are very different and will provide 2 minutes for just \$5 while others will offer only 30 for \$5!

We have now reached the end of this short
and to the point WSO!

Here is what you are going to do right now!
Follow this simple guideline, and you will
be well on your way to getting your first
\$90-\$397 client. You just may get it in the
next 24 hours!

1) Read my Mobile Cash Code. Here it is
again:

[https://docs.google.com/file/d/0B2VRdNW
XjUnAVGRxMTJTTRV9nUGM/edit?
usp=sharing](https://docs.google.com/file/d/0B2VRdNW
XjUnAVGRxMTJTTRV9nUGM/edit?
usp=sharing)

This will help you find clients and locate
their email.

2) Grab the email templates above and edit

them if needed based on the niche (be nice to them and give them some compliments, they love that)

3) Rinse and repeat over and over again

4) Reply to business owners the way you see fit. If they ask for samples, ask your outsourcer or the guy or girl from Fiverr if you can use one of their videos.

Just like all WSOs, you need to put work into this. I am available here at joelswsohelpdesk@gmail.com

One thing I want you to know is that I always like to give thanks to buyers, and that is why I consistently enjoy giving my other products for FREE!

Below is a quick list of some of my past WSOs!

Mobile Cash Code

If you want to sell mobile sites but also learn how I find businesses, use this WSO.

<https://docs.google.com/file/d/0B2VRdNW XjUnAVGRxMTJT RV9nUGM/edit?usp=sharing>

Speechless Authority Closer

This PDF will give you a secret tool to use to land offline clients

while gaining more authority online.

<https://docs.google.com/file/d/0B2VRdNW>

XjUnAV0dNU1JjRVVkZkU/edit?
usp=sharing

Offline Fiverr Goldmine

There is a great Fiverr gig you can buy to get clients online. This

WSO will showcase it all to you!

[https://docs.google.com/file/d/0B2VRdNW
XjUnAZHdfbWpZOXNvVmM/edit?
usp=sharing](https://docs.google.com/file/d/0B2VRdNW
XjUnAZHdfbWpZOXNvVmM/edit?
usp=sharing)

If these do not work, which they have in the past, here is what you should try doing. Copy and paste them into your Google search, and then re-copy it from there. this weirdly works. Anyways if it still doesn't then do not hesitate to message me and I will get it to you. Email

joelswohelpdesk@gmail.com